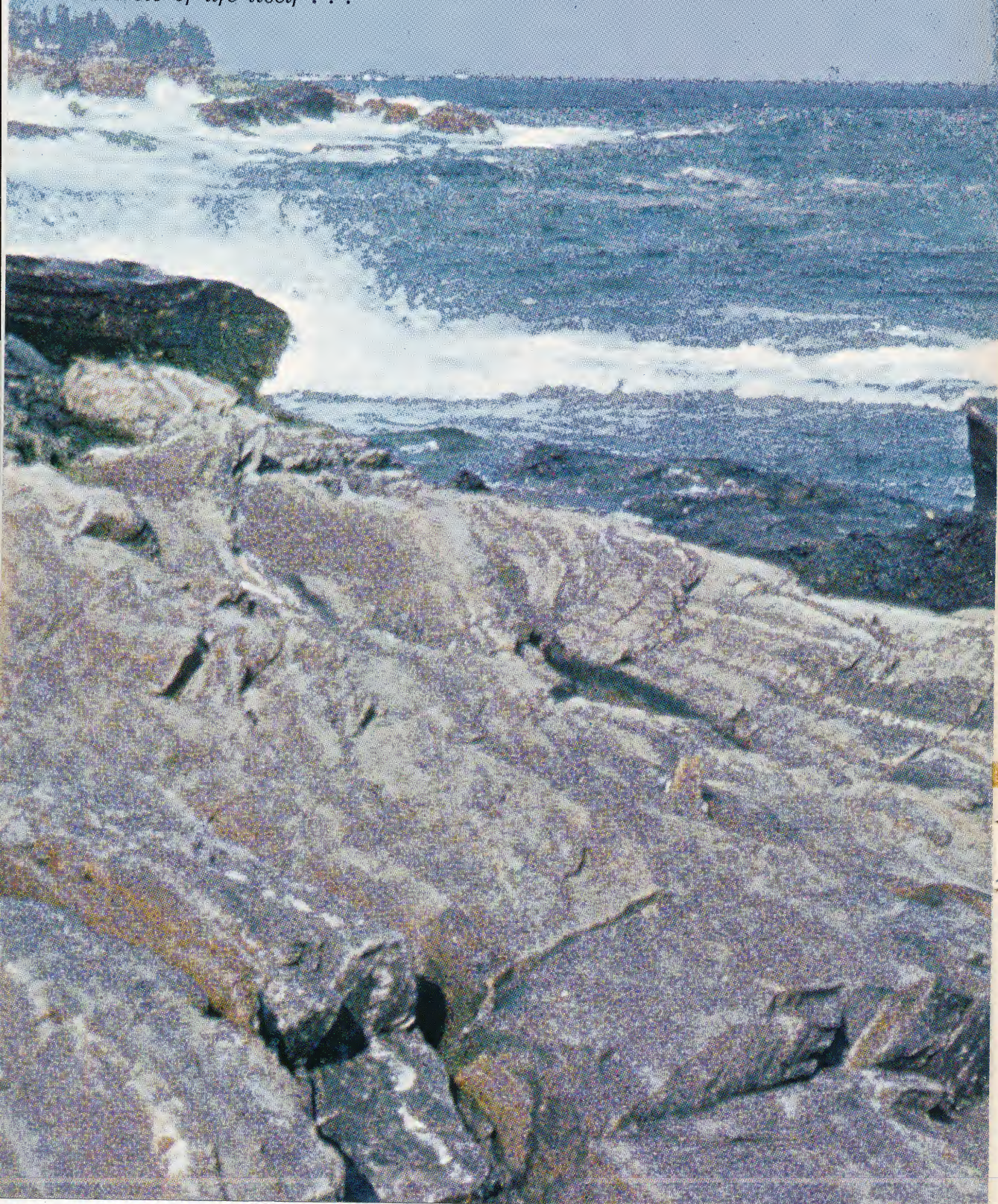




**YOUR GUIDE TO
MARINE STUDIOS
MARINELAND, FLORIDA**



Step out a foot from the edge of the land into the sea, and you are in a strange and alien world that conceals more mysteries than the moon. Most of our world is covered by ocean, containing billions of marvelous living things, large and small. Within the ancient life-giving tides of the sea are secrets locked up since the dawn of life on earth. The sea is a place of fear and delight, of beauty and terror. Most of all it is a place of wonder. We turn to the sea, to know more of the secrets of life itself . . .



You will remember Mohammed commanded the mountain to come to him and, when nothing happened, he shrugged his shoulders and declared that *he* would go to the mountain.

Visitors to Marineland have a great advantage over Mohammed—at least where oceans are concerned—for here the oceans come to you!

These “oceans ashore” are called Oceanariums and are the first of their kind in the world. There are two . . . The Circular Oceanarium for fish native to north Florida waters, and the Rectangular Oceanarium, with warmed water, for colorful fish of the tropical seas. Unlike conventional aquariums, where various species are separated, the thousands of fish in Marineland’s Oceanariums—friends and enemies alike—live together much as they do in nature.

Along underwater passageways at two levels, you descend into the depths of these oceans and discover the wonders of the sea through 300 clear-glass viewing windows. You “rub noses” with fabulous fish as gaudy as jungle birds, dangerous sharks, playful porpoises and thousands of other marine creatures. Giant sawfish look you squarely in the eye and lovely angelfish pass in review only inches away.

Comfortably seated in the spacious Porpoise Stadium, you’ll watch the educated Porpoises and marvel at their unbelievable performances.

These are but a few of the wonders awaiting you at Marineland. This book tells you—in detail—of many others.



welcome to marineland



Gull's-eye-view of Marineland shows Circular Oceanarium at upper right, separated from the Rectangular Oceanarium by the flume for new specimens. People seated in Porpoise Stadium at lower left are viewing the startling Porpoise Circus.



MARINELAND PROGRAM SCHEDULE

Six Complete Shows Daily

9:30 A.M. 11:00 A.M. 12:30 P.M. 2:00 P.M. 3:30 P.M. 4:50 P.M.

9:00 A.M. INFORMATIVE LECTURE DESCRIBING SPECIMENS ON EXHIBIT

Each show lasts 45 minutes and includes the following:

1. CIRCULAR OCEANARIUM: TOP DECK

Porpoises leap from the water to take food from the hand of the feeding attendant.

2. CIRCULAR OCEANARIUM: UNDERWATER (LOWER DECK)

Diver descends to the floor of the tank to hand-feed.

Wonders of the Sea is a continuous exhibit and not included in the regular program. You should leisurely view this beautiful and exciting exhibit between the regular programs.

3. RECTANGULAR OCEANARIUM: UNDERWATER (LOWER DECK)

Diver circles the tank amid sharks and barracuda to feed thousands of fish.

4. PORPOISE SCHOOL

The show of shows which you view from the 1,000-seat Porpoise Stadium.

Marineland presents a continuous exhibit. You will delight in leisurely strolling through the corridors between the scheduled programs and closely viewing the thousands of fascinating specimens on exhibit.

Return passes may be obtained from the attendant at the main entrance for those desiring to leave the exhibit area for lunch, a visit to our shops or a stroll through the gardens.

The exhibit remains open for a period of 45 minutes after the ticket office closes.

TICKET OFFICE

OPENS 8:00 A.M. CLOSES 5:15 P.M. WINTER
CLOSES 6:00 P.M. SUMMER



LOWER DECK
MAIN ENTRANCE

CIRCULAR OCEANARIUM

Specimens here include porpoises, turtles and groupers.

WONDERS OF THE SEA

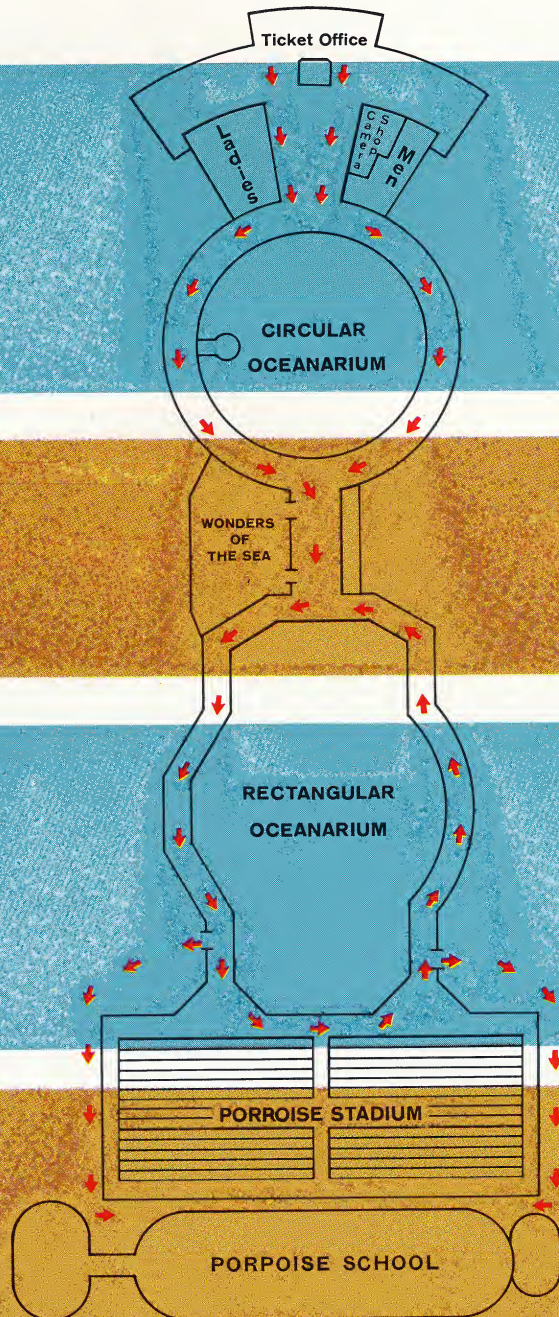
(lower deck)
Smaller multi-colored tropical fishes, octopuses, seahorses and oddities of the deep.

RECTANGULAR OCEANARIUM

Sharks, barracudas, sawfish, moray eels, rays, tropical and game fish.

PORPOISE SCHOOL

Fast action brings thrill upon thrill as trained porpoises and whales perform spectacular feats.



*Clean, graceful lines
blend with tropical
plantings to form the
pleasing exterior of
Marineland's
Oceanarium. Stairs
lead from lower levels
to top deck.*



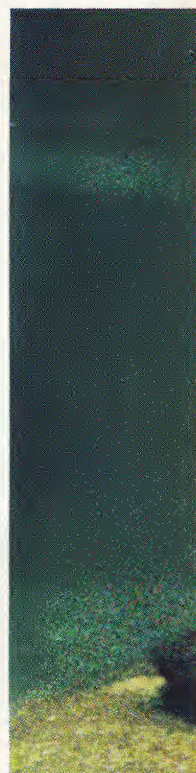
CIRCULAR OCEANARIUM

The Circular Oceanarium, so-called because of its shape, is a tremendous tank of steel and concrete, 75 feet in diameter and 12 feet deep, containing 400,000 gallons of sea water. Lower levels of the tank contain more than 100 large glass viewing ports.

Here is the home of the sleek gray porpoises so popular with Marineland visitors, huge 400-pound groupers, great lumbering sea turtles and a host of small "bottom fish" that hover close to the floor, always ready for a quick dash to the safety of rocky reefs when big fish approach.

Marineland's four-part program begins on the top deck of this Oceanarium, where porpoises leap from the water to snatch fish from an attendant's hand. Following this, a diver in regulation suit and gleaming helmet resembling a fantastic figure from science fiction, descends to the bottom and circles cautiously while the enthusiastic boarders take fish from his hand. His footing is treacherous, especially when over-friendly porpoises nudge him about in eagerness to get their share.

Temperature of the water fluctuates with seasonal change in the adjacent Atlantic Ocean, from which it is pumped. It is filtered through beach sand before going into the tank at the rate of more than 2,500 gallons per minute. Chemicals keep it clear and clean, and combat marine diseases and parasites. Divers turn housekeepers three times each year and use a huge underwater vacuum cleaner to remove coquina gravel from the tank's floor. When clean, a new carpet of shell is laid.





PORPOISES Porpoises are warm-blooded, air-breathing mammals. There are 50 or more species throughout the world, a few of which inhabit fresh water. Three of the most interesting salt water species are found in local waters and all three are usually on exhibit at Marineland. In scientific circles, these are known as dolphins, but we call them porpoises because they have long been known by this name throughout America's east coast.

Thus, we have two common names for each of the three. The bottlenose dolphin is our common porpoise. The longsnouted dolphin, which occurs farther offshore, is called the spotted porpoise, and the wide ranging and attractively marked common dolphin is known locally as the saddleback porpoise.

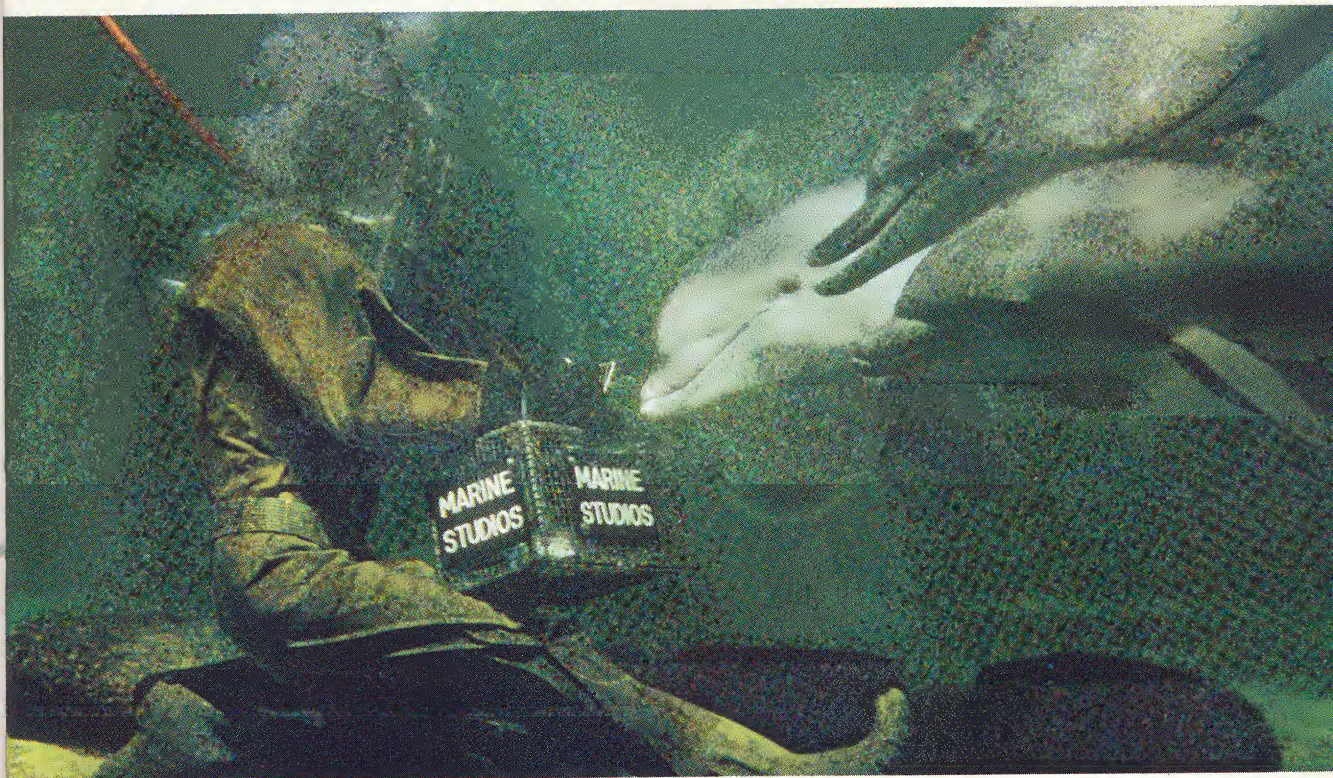
But called by either name, dolphin or porpoise, this intelligent, friendly animal has been known and beloved by mariners since earliest times. The common dolphin of the Mediterranean is a close relation of our bottlenose porpoise, and descriptions of its habits and manners written thousands of years ago and thousands of miles away often apply as well to one as to the other.

Marineland was first to maintain porpoises in captivity over a prolonged period. Sleek and streamlined, built for speed, the mammals frequently rise to breathe. Nor-

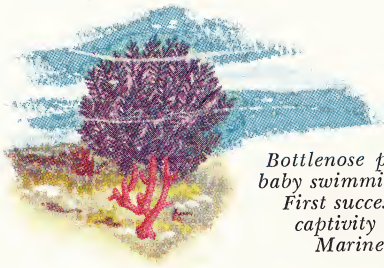
mally, they "blow" every 20 to 30 seconds, but in emergencies can stay submerged six to seven minutes. Like its relatives, the great whales, the porpoise breathes through a circular opening in the top of the head. Known as a blowhole, it corresponds to human nostrils. Powerful flukes at the end of the tail give unusual speed. Porpoises at sea are believed capable of swimming 30 to 35 miles an hour.

Not much was known about these extraordinary creatures before Marineland first brought them from the sea for scientific study. It was generally accepted that their distant ancestors were covered with hair, had four limbs and went about on dry land. At birth, baby porpoises still have a "mustache" of bristles on their faces. The flippers of a porpoise contain the bone structure of a five-toed limb. Two small bones imbedded in the flesh are all that remain of the hind limbs.

The porpoise, due to its early history, can remain out of water for much longer periods than it can stay under. However, its soft, rubbery skin must be kept wet. Two porpoises shipped from Marineland to New York by truck were out of water for 33 hours without ill effects. They were cushioned on ordinary mattresses and wrapped in bed sheets which were kept wet during the trip. They have also proved model airline passengers.



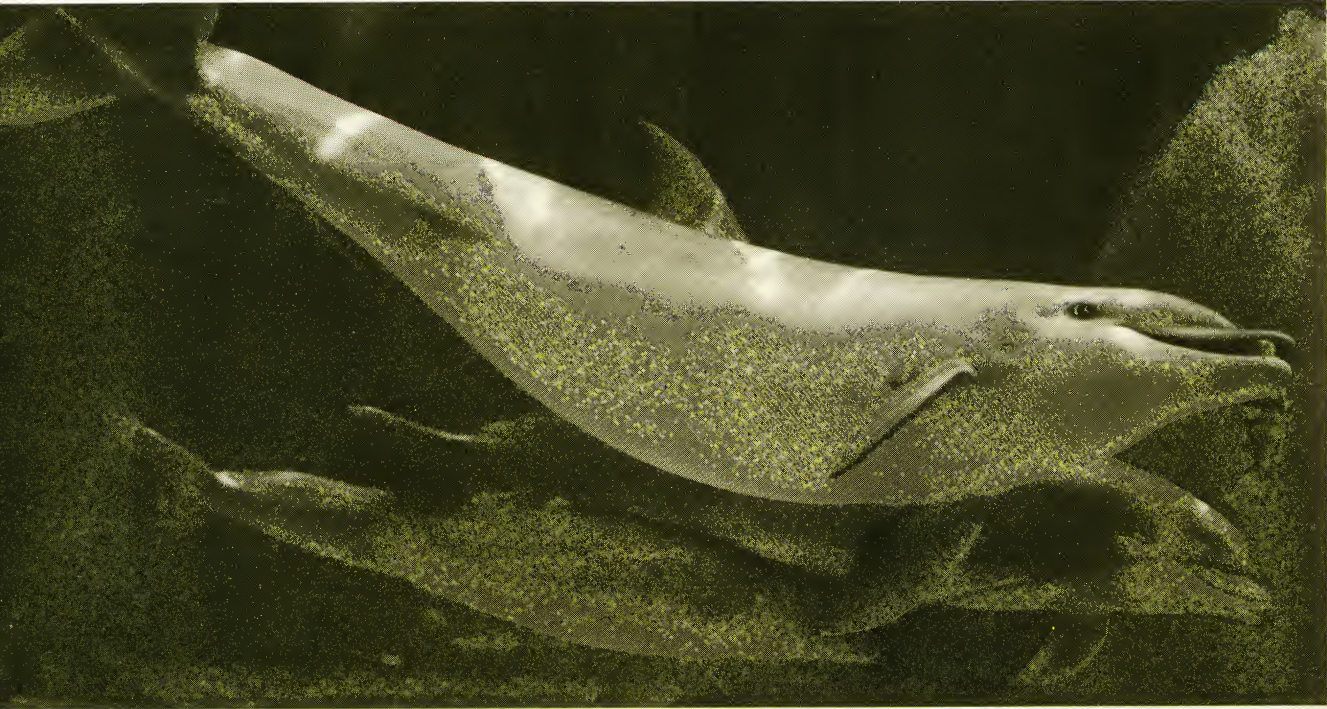
Diver with feeding basket braces himself on Oceanarium floor to withstand rush of hungry porpoises.



Bottlenose porpoise with baby swimming alongside. First successful birth in captivity took place at Marineland in 1947.



CIRCULAR OCE



Despite the ability of porpoises to stay out of water for such long periods, all of their natural life is spent in the water. This remarkable animal conceives, delivers, and nurses its young very much as other mammals do, but all under water. The first successful birth of a porpoise in captivity took place at Marine Studios in 1947. Since that time, they've averaged one a year. The gestation period is 12 months.

A newborn bottlenose porpoise weighs about 25 pounds and is 30 to 40 inches in length. Usually born tail-first, the porpoise is far more self-reliant than most babies. It can swim unassisted to the surface for air the instant it is born and keep up with its mother even when she swims very rapidly.

The milk from a female porpoise is rich in fat and protein, and her calf nurses until it is about a year and a half old. Instead of her baby doing all the work at meal time, nature has provided the mother with the ability to squirt milk into the baby's mouth so that feeding can be accomplished in a matter of seconds.

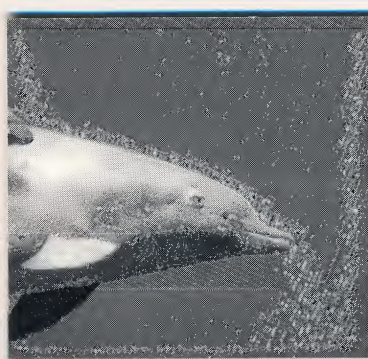
More than a score of the research projects undertaken in Marineland's laboratory have dealt with porpoise anatomy, physiology, and behavior. Numerous births have allowed scientists an unprecedented opportunity to ob-

serve the nursing and weaning of newborn porpoises. When a baby is born, another female porpoise usually stands guard during the birth and accompanies mother and calf about the tank for weeks afterward.

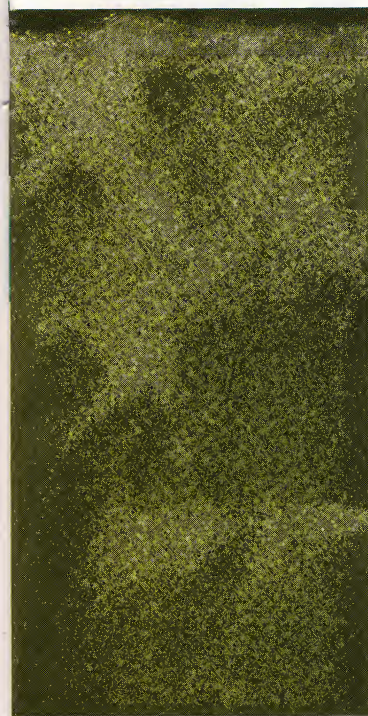
For a week or so after a mother porpoise delivers her calf, she will not jump for fish during the feeding programs. Perhaps she fears that her newborn, who constantly swims beside her, might be injured by other jumping adults. Since she is nursing and needs a good supply of food to keep up her strength, attendants give her supplementary feedings from a special low platform on the surface of the Circular Oceanarium.

Full grown bottlenose porpoises may weigh 500 pounds or more and reach a length of nine or ten feet. Little is known about their life span, but they are believed to live for 30 to 40 years.

Porpoises travel in groups of a few individuals to many hundreds. Bottlenose porpoises often inhabit tidal rivers and other waters adjacent to the sea. The Marineland collecting crew catches these in specially-made large-mesh nets. Offshore species, such as the spotted and saddleback porpoises, are caught by means of a tail snare while they are swimming alongside the bow of the collecting boat, *Porpoise III*.



ANARIUM



Porpoises make a wide variety of underwater sounds, some of which can be heard through the walls of the oceanarium. One of the sounds is far above the range of human hearing. Scientists have discovered that porpoises use these high frequency sounds for echo-ranging or sonar, and can thus detect objects that cannot be seen in murky waters.

Nevertheless, porpoises evidently have very good eyesight in clear water, as well as above water, as evidenced by their ability to catch a fish in mid-air thrown from a considerable distance.

How much does a porpoise eat? One ancient myth, still widely believed, is that a porpoise eats its own weight in fish every 24 hours. However, after keeping daily records of food consumption for more than 15 years, Marineland biologists know that an adult bottlenose porpoise weighing between 350 and 400 pounds will grow fat on 15 to 20 pounds of fish a day.

Occasionally a porpoise in the Circular Oceanarium makes a between-meal snack of one of the smaller fish. This does not happen very often, however, for the porpoise has definite preferences in food, and fish of his choice are not kept in the same tank. At Marineland, porpoises prefer butterfish, blue runners and sardines. When visitors see a porpoise chasing a smaller fish, it is usually because he is playful rather than hungry.

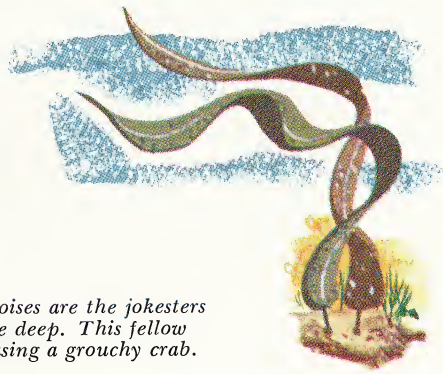
New porpoises to the oceanarium often present a feeding problem. Like any animal in a strange place with strange companions, they find themselves subordinate to the older inhabitants and fearful of competing with them for food rations. Continually knocked aside by the veterans, they grow discouraged and stay clear of the diver when he hands out food.

To prevent starvation, all newly-arrived porpoises at Marineland remain in the shallow receiving tank—a flume between the two big tanks—for several weeks before being allowed to mingle with established residents. In the flume, the new animals are trained to take fish from the hand, and after they are at last released into the oceanarium, feeding attendants take special pains to make sure that the newcomers get their proper share.

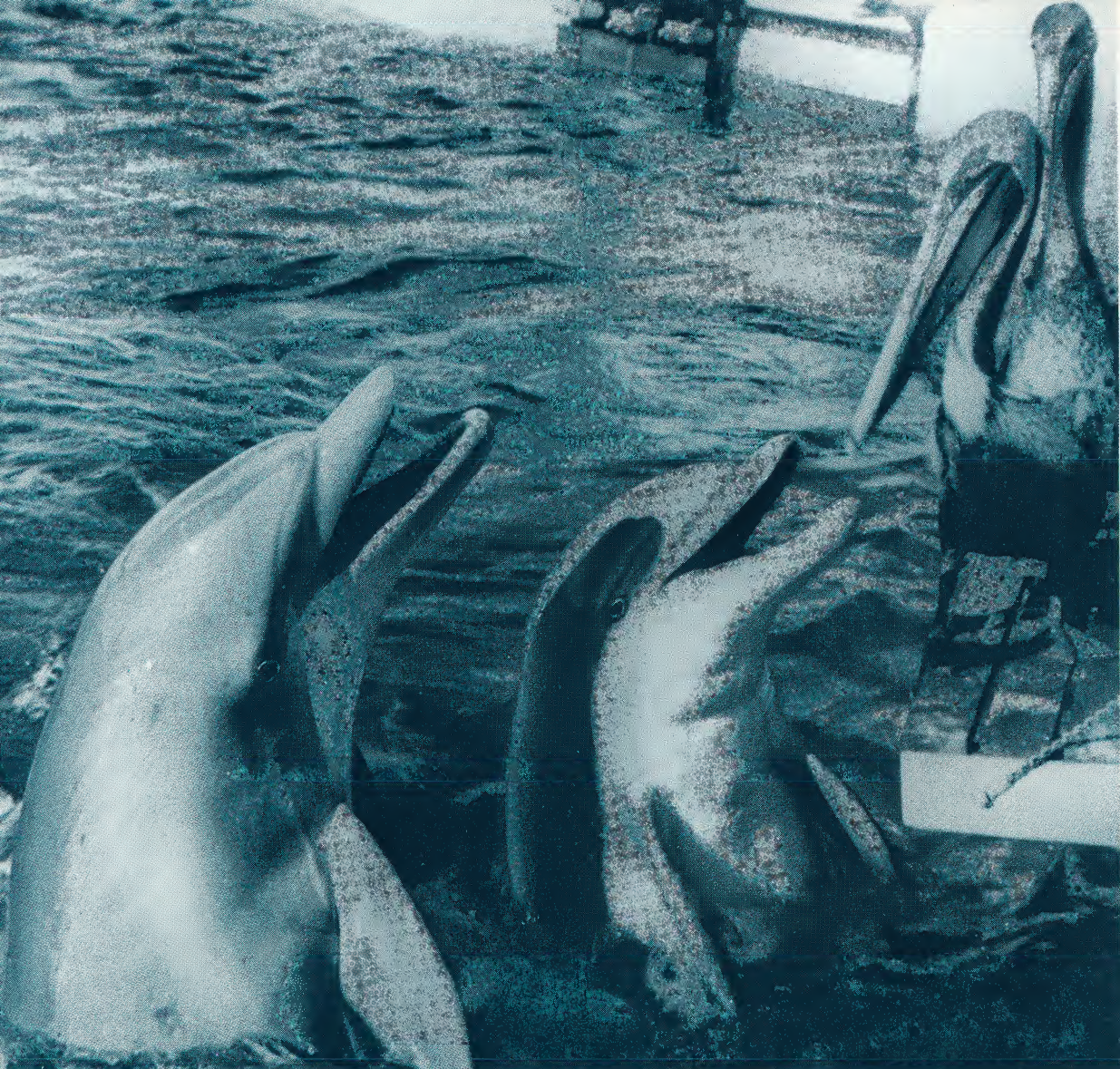
Porpoises are subject to a number of diseases and if at any time a porpoise appears ill, it is treated with antibiotics and vitamins.

The porpoise's built-in mischievous smile offers an accurate impression of its true nature. They are the jokesters of the deep. They delight in teasing the turtles and nipping at the tails of little fish, hiding amid the rocks. They gleefully harass the divers. Frequently, the big creatures glide to the bottom and scratch themselves luxuriously on brushes anchored to rocks.

A model of gentleness most of the time, there are occasions when the porpoise must defend itself, and does with no holds barred. The blunt snout becomes a powerful battering ram, and a 350-pound porpoise can deliver a knock-out punch to a shark much larger than itself.



Porpoises are the jokesters of the deep. This fellow is teasing a grouchy crab.



Pelicans "Pete" and "Repete," Marineland's mascots, are often the subjects of porpoise tricks. These gay blades have just popped above the surface to snatch morsels of fish thrown to the birds.

THE BROWN PELICAN is a familiar sight along Florida's coasts where flocks of the big birds often soar across the water in perfect single-file formation. It is a greedy fish-eater, and its tactics are fascinating to watch. It circles slowly above a school of fish swimming at the surface, then suddenly folds its wings and plummets with unerring accuracy on the selected target. The fold of dark, elastic-like skin on the underside of the pelican's beak is the front part of his throat. It serves as a temporary storage place for the fish he catches. And, fully extended, it will hold a supply that weighs almost as much as the bird itself.





CIRCULAR OCEANARIUM



GREEN TURTLE (*Chelonia mydas*)

Three species of sea turtles are prominent residents of the Circular Oceanarium.

The green turtle, prized for turtle soups and steaks, has a rounded head and smoothly-curved shell.

Loggerheads have massive heads and angular shells. The ridley turtle closely resembles a small loggerhead, but has a heart-shaped shell and is lighter in color.

Popular belief is that sea turtles grow slowly and live to be hundreds of years old; however, no one knows. They do grow rapidly in captivity and reach adult size within ten years. Loggerheads at Marineland have weighed as much as 300 pounds when only seven years old, and records indicate that they grow to a weight in excess of 850 pounds. Like other reptiles, sea turtles breathe air, but can make a single breath suffice for an hour or more.

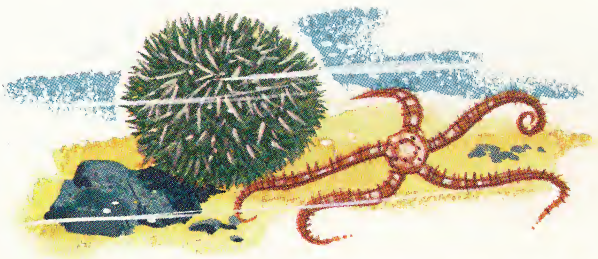
The hawksbill, located in the Rectangular Oceanarium, is characterized by a hooked bill and tapering shell, and is the source of the world's much-desired tortoise shell.



GROUPEr (*Promicrops itaiara*)

Giant groupers are the large spotted fish which swim deep in the Circular Oceanarium. At maturity, these members of the sea bass family are six to eight feet long and weigh 700 pounds or more. They are caught with hook and line, and their sluggish movement makes them easy targets for spear fishermen. Once primarily a game fish, they are becoming popular for food and are being caught commercially.

In the sea, the grouper feeds by engulfing fish in its great mouth. Regular feedings in the oceanarium make the smaller fish here less tempting. Rarely do Marineland's "bottom fish"—black sea bass, grunts and porgies—fall prey. Rocks on the oceanarium floor provide excellent shelter which they learn to take advantage of in an emergency.



WONDERS OF THE SEA



Between Marineland's two giant oceanariums, in "showcase" aquariums, are exhibited some of the most brilliant and bizarre creatures of the sea . . . well-deserving the name, "Wonders of the Sea."

Most specimens here were collected in and around coral reefs of the Caribbean Sea and Pacific Ocean . . . reefs built throughout thousands of years by billions of tiny marine organisms. The caverns, grottoes, chinks and crannies of these rock-like formations offer havens from currents, protection from predators of the open water, and thus support a large and varied population.

Sections of reef have been re-created to form beautiful seascape backgrounds for these spectacular reef-dwellers. The exhibit changes from time to time as previously unobtainable specimens are added.



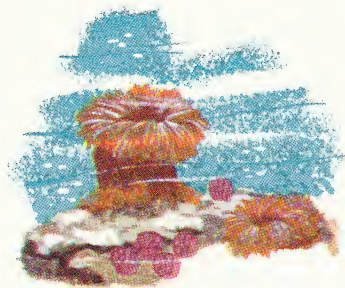
SEAHORSE (*Hippocampus punctulatus*)

The seahorse is a true fish despite its name and strange appearance, and is one of the oddest inhabitants of the ocean. The male incubates and gives birth to the young. The mother produces the eggs and passes them on to the father, who opens up a kangaroo-like pouch on his stomach to receive them. Some weeks later he squirts out hundreds of tiny "sea colts," perfectly formed miniatures of their parents. The mother, having deposited her eggs in the male's pouch, swims away and perhaps never sees her offspring.

It is not surprising that the seahorses at Marineland are so popular with visitors. They are charming and sedate creatures, moving through the water in an upright position with great dignity, propelled by rapid vibrations of their tiny fins. As a seahorse approaches a coral branch or seaweed stem, he swings his grasping tail slightly to one side and hooks on, just as he seems to be passing it by. This ability to anchor effortlessly proves advantageous when currents get too strong, for seahorses are poor swimmers and could easily be swept into open waters.

They feed on minute living organisms, thrusting the head forward in a quick striking motion and sucking the prey in through a slit-like mouth at the tip of the snout.

Seahorses are found in warm seas all over the world. The largest of the species grows to be about a foot long. However, the common Atlantic seahorse usually reaches a length of only five or six inches. The dwarf seahorse is little more than an inch long.





WONDE

OCTOPUS (*Octopus vulgaris*) The octopus does not deserve the bad reputation he has acquired, and certainly is not responsible for the way he looks. He does not, as commonly believed, attack human beings at every opportunity. He is a rather shy creature, leaving his lair only to find food.

Furthermore, octopuses do not generally grow to the tremendous size that people imagine. The largest species known, found in the cold depths of the Pacific and seldom encountered by man, reaches a span of 28 feet or more. The better known common Atlantic octopus usually has a tentacle spread of not more than five or six feet. One species measures only about an inch across when fully grown.

"Octopus" is a Greek word meaning "eight feet." This refers to the number of tentacles, or arms. Each arm is lined with suction cups that enable the octopus to cling to objects and to hold crabs and other shellfish on which it feeds.

On the underside of the octopus's head is a sharp beak-like mouth similar to a parrot's. The beak itself could not inflict a very serious wound, but glands on the inside of the mouth produce a substance fatal to prey and exceedingly painful to humans. However, even persons who frequently handle them are seldom bitten.

An octopus can change color instantaneously to any shade between white and dark reddish-brown. It can also change the texture of its skin from smooth to rough, even erecting little flaps or tabs which enable it to blend with growth-covered rocks. Changes in color and texture

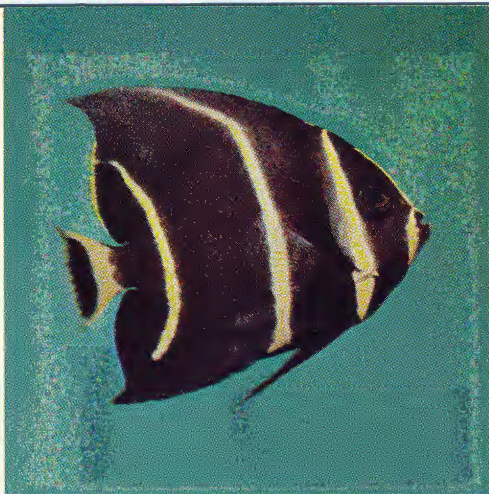
may be for camouflage, but also are governed by different "emotional" states. An octopus may become colorless when frightened or flush a dark red when provoked.

The ink or sepia that an octopus can eject may serve as a kind of smoke screen, but more often forms an octopus-sized blob in the water. This "substitute object" holds the attention of the predator while the octopus becomes palely inconspicuous and shoots away by forcefully ejecting water through a nozzle-like organ. The ink also deadens the sense of smell of such octopus-eaters as moray eels.

The female octopus is one of the most diligent and devoted mothers in the sea. Her eggs are about half the size of a grain of rice. She weaves and glues them together (using a mucilage from her mouth) into strands up to six inches long which are attached to the underside of an overhanging rock. Over a period of about two weeks she forms hundreds of strands, and in one spawning may produce as many as 280,000 eggs.

She guards the egg strands, and keeps them in constant motion to provide aeration and prevent fungus growth. She will eat nothing from the time the first eggs appear. After they have hatched, five to seven weeks later, she dies.

The newly hatched young of the common octopus have short, stubby arms and are less than an eighth of an inch in length. Instead of settling to the bottom, they are attracted by light and bounce about at the surface. Many attempts to raise them in captivity have failed, and their early life history in the sea is still unknown. Certainly, only a few survive to maturity.



YOUNG BLACK ANGELFISH
(*Pomacanthus arcuatus*)
Young of the black and French angelfishes are very similar. As they grow older they lose the yellow stripes. The adult black angelfish has a pebbly gray coloration and is found around reefs on both coasts of Florida. Adult size, 12 to 18 inches.



ROYAL GRAMMA
(*Gramma hemichrysos*)
Also known as the fairy basslet, this small, brilliantly colored fish is a member of the sea bass family. It lives under ledges and in holes of Caribbean reefs. Nowhere common, it brings a premium price for collectors. Though shy, it does well in captivity. Adult size, 2 to 3 inches.

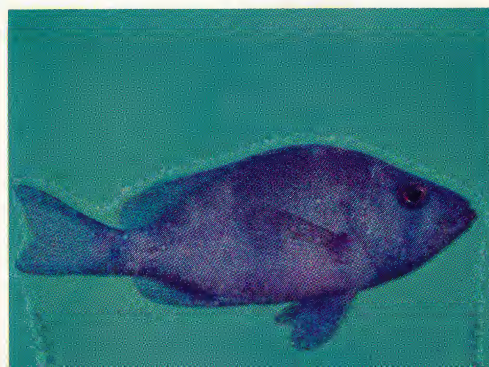
RS OF THE SEA



FOUR-EYED BUTTERFLYFISH
(*Chaetodon capistratus*)
Gets its name from the large black spot on either side of the body that looks like an eye. These eye-like markings may serve to confuse predators who expect it to go one way when it goes another. The true eyes are concealed by the black stripe on the head. Adult size, 4 to 6 inches.



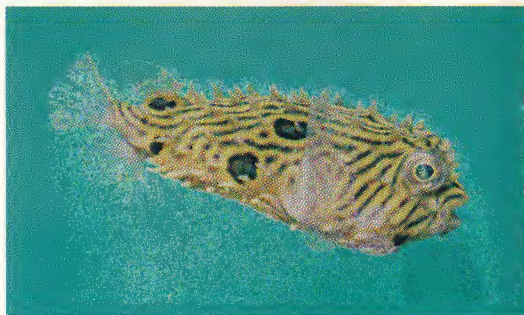
BLUE HAMLET
(*Hypoplecturus gemma*)
Small, colorful sea bass found in West Indian reefs north to the Florida Keys. It dwells in holes and crevices and seldom ventures into open water. Specimens exhibited at Marineland have lived for over three years in captivity.





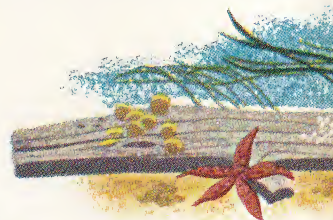
BEAU GREGORY
(*Pomacentrus leucostictus*)

An aggressive little fish that makes its home in an empty shell, or even an old tin can. It defends the area around its home against all intruders, even when much larger. Ranges the West Indies north to Florida and Bermuda. Adult size, 2 to 3 inches.



BURRFISH (*Chilomycterus schoepfi*)

A member of the puffer or blowfish family, the burrfish can inflate its body with either water or air. This ability, plus stout protective spines, make it unappetizing to larger fishes. Burrfish are sometimes found as far north as Massachusetts. Adult size, 6 to 8 inches.

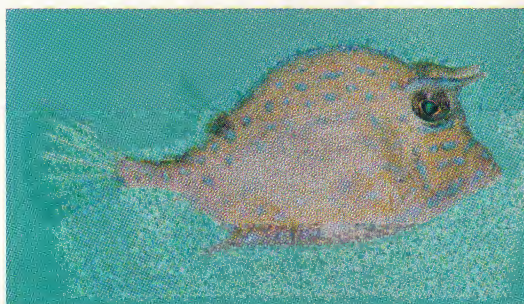


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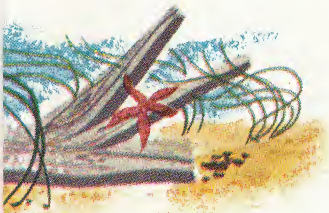
JEWELFISH (*Stegastes niveatus*)

Another demoiselle, brilliantly colored only when young. The adult, so different in coloration that it was once thought to be a different species, has a wholly dark body and yellow tail. Collectors get a good price for young jewelfish which are very difficult to catch. Adult size, 3 to 5 inches.

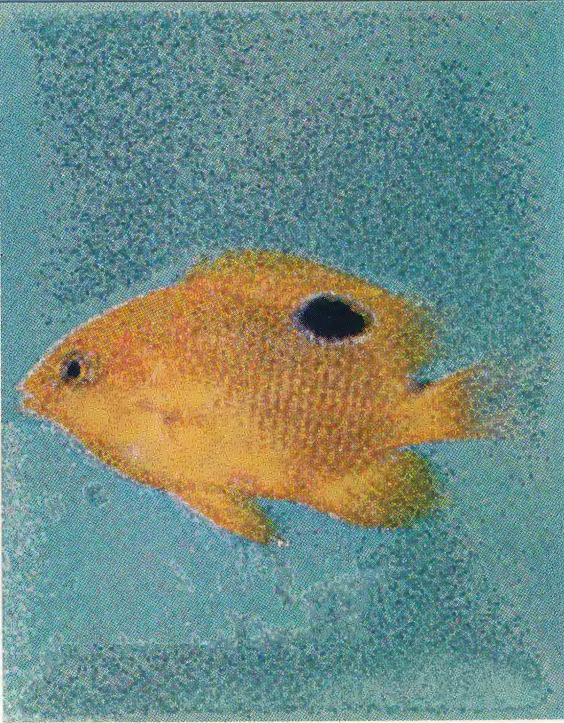


COWFISH (*Lactophrys tricornis*)

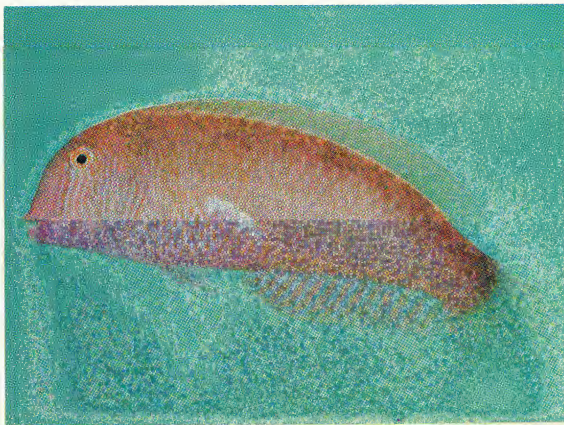
One of the trunkfishes, so-called because the body is encased in a rigid shell of bony plates. The cowfish gets its name from the two hornlike spines over the eyes. It is excellent eating when baked "in the shell." Adult size, 8 to 12 inches.



THE SEA



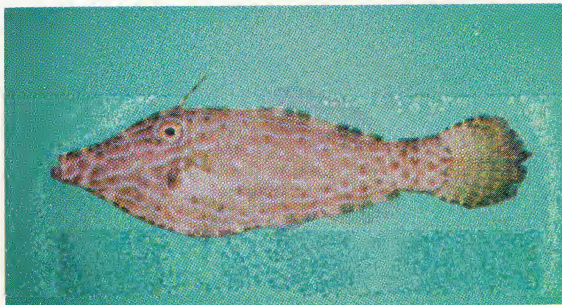
SAFFRON DEMOISELLE
(*Pomacentrus planifrons*)
One of the smallest and most attractive of the damselfishes with behavior similar to that of the beau gregory. The female generally deposits her eggs on the underside of a coral branch. The eggs are guarded by the male who will repel would-be marauders many times his size. Adult size, 1½ to 2 inches.



PEARLY RAZORFISH
(*Xyrichtys psittacus*)
In the sea, this fish builds a hollow mound of coral fragments as a shelter. A knife-edged head enables it to slip rapidly into the sand when threatened. It also burrows under the sand to sleep at night. Adult size, 6 to 10 inches.



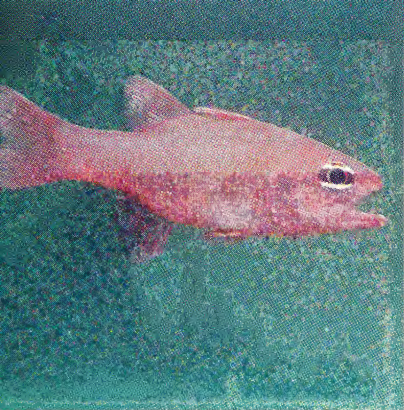
CLOWNFISH
(*Amphiprion percula*)
The clownfish comes from Indo-Pacific waters. Sometimes called the anemone fish because it makes its home within the stinging tentacles of a large sea anemone. Adult size 1½ to 2 inches.



SCRAWLED FILEFISH (*Ceratacanthus scripta*)
Found in warm seas around the world. A slow moving fish that can be mistaken for some marine growth as it rests head down, snout almost touching the bottom. The young are often found under clumps of drifting sargassum weed. Adult size, 1½ to 3 feet.



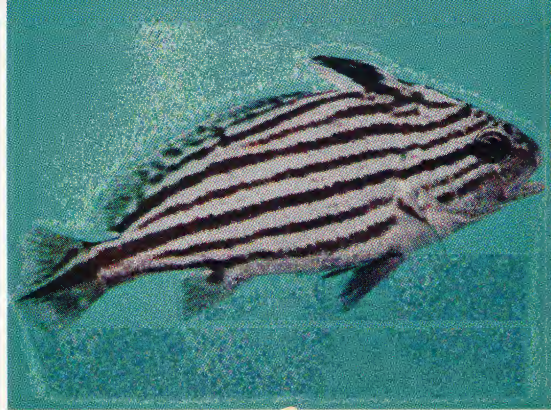
BLUEHEAD
(*Thalassoma bifasciatum*)
Only the adult male has the distinctive blue head that gives this fish its name. Females and young males are yellow with black stripes running the length of the body. Common around reefs in warm Atlantic waters. Adult size, 4 to 5 inches.



CARDINAL FISH (*Apogon maculatus*) In the sea, this fish inhabits empty conch shells during daylight hours and ventures out only at night. It is a "mouthbreeder." The male carries the eggs about in his mouth until they hatch. Adult size, 2 to 4 inches.



NEON GOBY (*Elacatinus oceanops*) On coral reefs, this tiny creature is sought out by large groupers and other fishes who permit it to creep over their teeth and gills, evidently to remove parasites or food particles. Adult size, 1 to 2 inches.



CUBBYU (*Pareques pulcher*) Sometimes called "high hat" because of the high first dorsal fin in young specimens. A shy fish, generally found under some sheltering ledge of a reef. Ranges through the Caribbean to North Florida waters. Adult size, 4 to 6 inches.

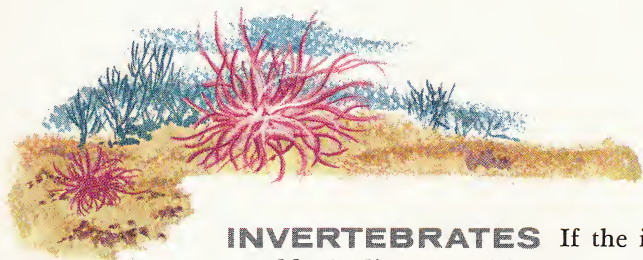
WONDERS OF THE



SARGASSUM FISH (*Histrio gibba*) Form and coloration make it almost impossible to distinguish this fish from the floating seaweed that provides both its name and home. Hand-like pectoral fins, unique among fishes, enable it to grasp the stems and berries of the sargassum weed. Adult size, 3 to 6 inches.



DRAGONFISH (*Pterois volitans*) From Indo-Pacific waters. The large feathery pectoral fins are used like outstretched arms to prevent the escape of small fish which are its food. The other fins have stiff, sharp spines equipped with poison glands which can cause a serious and even fatal wound. Adult size, 8 to 12 inches.



INVERTEBRATES If the invertebrates—the animals without backbones—suddenly disappeared from the seas, almost all other forms of marine life would quickly die of starvation. The invertebrates constitute a large part of the plankton, and plankton is an essential link in the food chain of the sea.

The smallest invertebrates cannot be seen without the aid of a high powered lens. The largest is the giant squid which may reach a length of 60 feet or more. They occupy a wide range in the scale of animal life. Microscopic protozoa are at the bottom while others, like the octopus and squid, are highly specialized with well-developed nervous systems.

Some invertebrates are of great commercial importance. Oysters, clams, shrimps, crabs and lobsters are highly-valued as food. Even squids, octopuses and sea snails are eaten in many parts of the world.

Following are a few representatives of this rich and varied array of sea life.

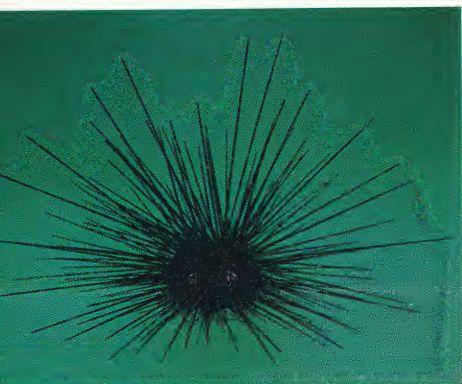
SEA



PINK-TIPPED SEA ANEMONE (*Condylactis gigantea*) Though it looks like a beautiful flower, the sea anemone is actually a primitive kind of animal. Tentacles surround the mouth and are equipped with stinging cells for paralyzing small prey.

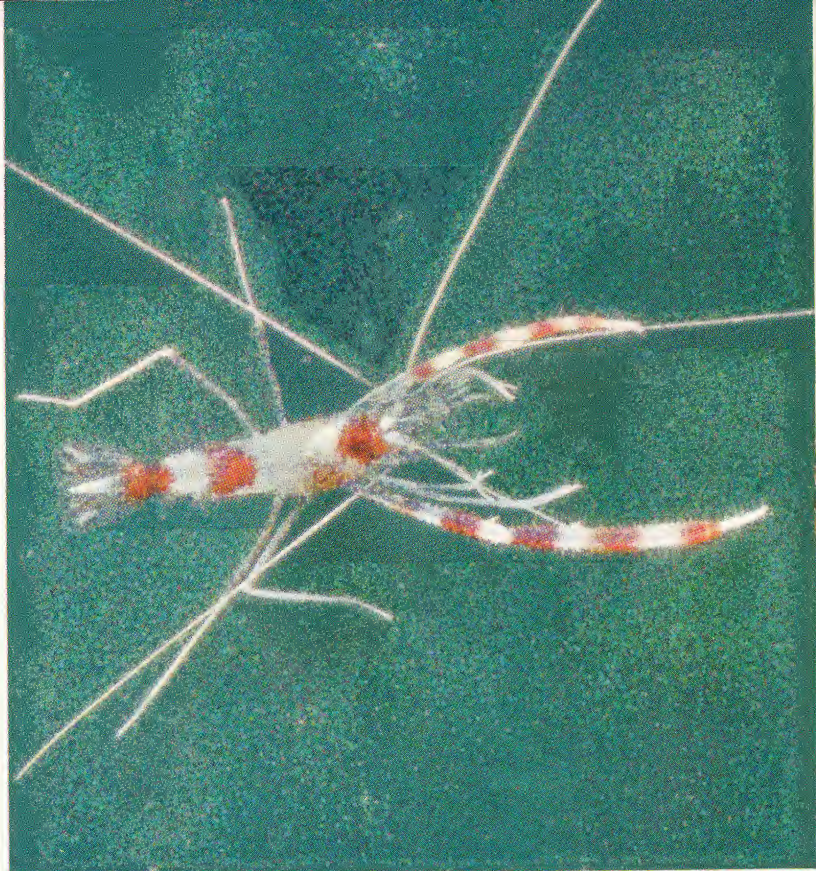


COMMON STARFISH (*Asterias forbesi*) This familiar bottom-dweller of our coastal waters is noted for its powers of regeneration which enable it to grow new arms when any are lost. Even one arm, with a segment of the central part, can develop into a complete individual. Adult size, 4 to 8 inches.



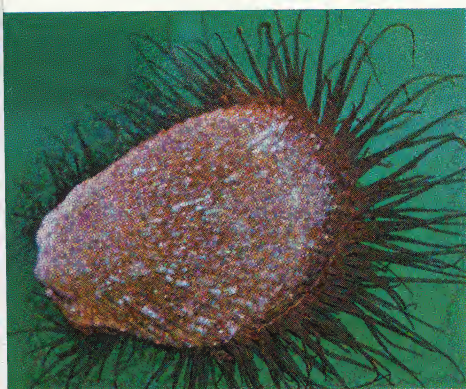
LONG-SPINED URCHIN
(*Diadema antillarum*)

A tropical sea urchin, common in the Florida Keys and West Indies. The needle-sharp spines, four to six inches long, can cause painful wounds.



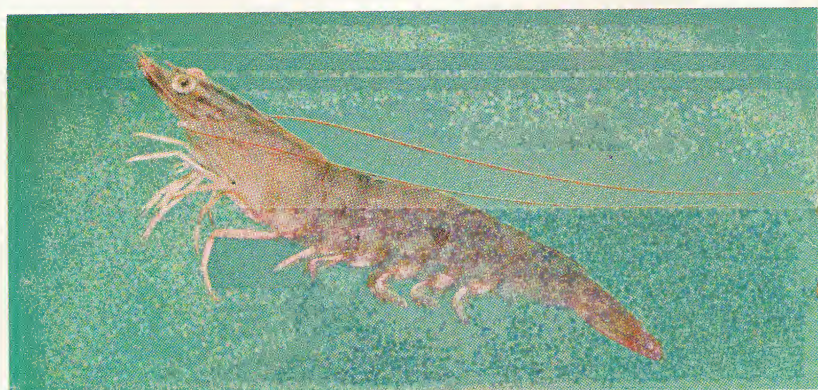
CORAL SHRIMP (*Stenopus hispidus*) Because of its long arms and pincers, this creature more resembles a miniature lobster than a shrimp. It lives in Caribbean coral reefs. The eggs, carried under the tail of the female, are bright blue.

WONDERS OF THE



LIMA CLAM (*Lima scabra*)

Like the scallop, this attractive clam can swim through the water by opening and closing its shell. The lima feeds on microscopic plankton which it filters out of the water.



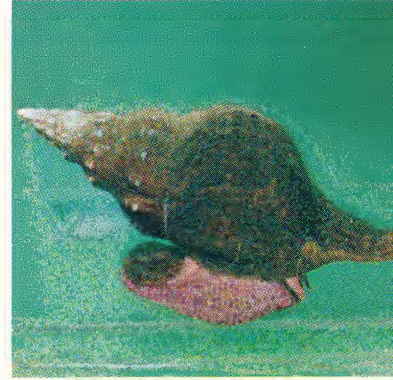
EDIBLE SHRIMP (*Peneus sp.*) One of several species of commercially important shrimps taken in Florida waters. Only the tail is marketed.



CLUB URCHIN (*Cidaris tribuloides*)
Also known as pencil urchin because the heavy spines of a larger Pacific species were sometimes used as slate pencils by missionaries. "Sea eggs," sometimes found washed up on Florida beaches, are the tests or skeletons of urchins.



BLUE CRAB (*Callinectes sapidus*) Most common of the crabs along America's coast and a highly prized seafood. After moulting occurs and before the new shell hardens, it is known as a soft shell crab and is cooked and eaten whole.



HORSE CONCH (*Pleuroploca gigantea*)
One of the largest of marine snails, growing to a length of almost two feet. Preys on other molluscs. Is not considered edible. The name conch (pronounced KONK) is applied to many large sea snails.

E SEA



SPINY LOBSTER (*Panulirus argus*)
Known as "crawfish" in the Florida Keys and the Bahamas. An important food animal. Lacks claws, but is well armored as its name implies. Attains a body length of over 18 inches.



HERMIT CRAB (*Pagurus sp.*)
For protection of their soft hinder parts, hermit crabs live in empty snail shells, and carry their homes with them wherever they go. When a hermit crab moults and grows larger it must find a bigger shell. Some hermits carry sea anemones on their shells for protection and camouflage.



ARROW CRAB (*Stenorynchus seticornis*)
This bizarre creature is a true crab despite its spider-like appearance. A reef dweller, it is found in the Florida Keys and the West Indies. It reaches a length of about two inches.



Marineland's largest, the Rectangular Oceanarium is 100 feet long, 40 feet wide, 18 feet deep and holds 450,000 gallons of water. During cool weather, the water is heated and kept at a minimum of 68 degrees to protect the many specimens native to the Florida Keys and the Bahama Islands.

In marked contrast with thousands of dainty and colorful reef fish which dwell here are the larger, more aggressive inhabitants—sharks, barracudas, moray eels and the like—all living as one big happy family . . . so long as they keep out of each other's way.

Visitors may stroll along corridors at staggered levels below the surface and peer through 200 windows of specially-tempered glass into a strange and fascinating world of dancing sunlight and rippling

shadows. The floor closely resembles the ocean's with brilliantly colored sea fans and plumes, the broken remains of a wrecked ship and an ancient rusting anchor rising from shifting sand. Above swim giant tarpon and other gallant game fish. Sculptured rock and coral formations adorned with dancing schools of tiny varieties loom from below . . . Truly a fisherman's paradise . . . a corner of Davy Jones' Locker.

A diver descends into the oceanarium during each regular program to feed the specimens. Moray eels, sting rays, sawfish and many game and reef fishes are fed by hand. Divers have been working among the more dangerous creatures each day for many years without serious accident.

RECTANGULAR OCEANA



Diver on oceanarium's floor hand-feeds smaller specimens while sharks and other dangerous creatures of

SHARKS There are 250 different kinds of sharks. Though they rightfully have an evil reputation, not many species live up to it. Of those capable of inflicting damage to human beings, few are likely to do so unless provoked, or starved, or excited by some stimulus such as the scent of blood. Less than 50 attacks are reported annually for the entire world, and the majority are not fatal.

Sharks have poor vision and depend to a large extent on their well-developed sense of smell to locate food. They are also extremely sensitive to vibrations in the water and will come from a considerable distance to investigate the thrashings of a wounded fish. Danger of attack is increased, therefore, by jerky movements and presence of blood.

Food choices vary from species to species, but almost all sharks seem to prefer fresh fish of good quality. However, such odd items as tin cans, lumps of coal, and even empty sacks have been found in tiger shark stomachs. Like any animal, a shark will, if permitted a choice, generally take the food which it prefers. Man is probably never a preferred food but may be attacked if nothing better is available.

Feared more than any other is the great white shark, commonly called the "maneater." The great white shark may grow to 30 feet or more and weigh as much as 10,000 pounds. Although it inhabits all the warmer oceans of the world, chances of your encountering one are slight.

Among other sharks considered dangerous are the tiger, white-tip, mako, lemon, bull, sand-tiger and hammerhead. The tiger, lemon, bull and sand-tiger sharks are usually on exhibit at Marineland. Despite their reputation for toughness and voraciousness, some kinds of sharks will eat little or nothing after capture. Consequently, they seldom devour other specimens living with them. Those which ignore special attempts to feed them live only a few months in captivity, while others have lived in the oceanarium for a number of years.

A few species of sharks lay eggs, but most bear living young, called pups. The number of pups produced at one time varies from as few as two to more than 50, depending on the species. Pups are completely on their own from the moment of birth. The mother shark ignores them and goes on her way without a backward glance. Young of at least three species have been born in the oceanarium.



TIGER SHARK (*Galeocerdo cuvier*) Probably the most dangerous shark exhibited at Marineland is the tiger shark, named for its striped, or spotted markings (though these are often indistinct). The tiger has a large, blunt, flattened head and large eyes. It is gray or gray-brown in color. A common coastal dweller, it comes to the surface and into shallow water at night, when it seems to be most active. The tiger is reported to reach a length of 30 feet, but authentic records of specimens over 18 feet are lacking. Difficult to maintain in captivity, the tiger shows a preference for young sharks over any other food offered.

RIUM

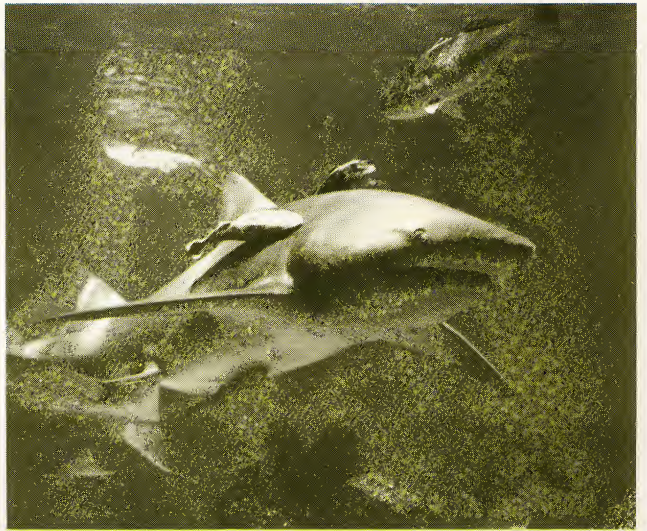
the deep circle above.



RECTANGULAR OCEANARIUM

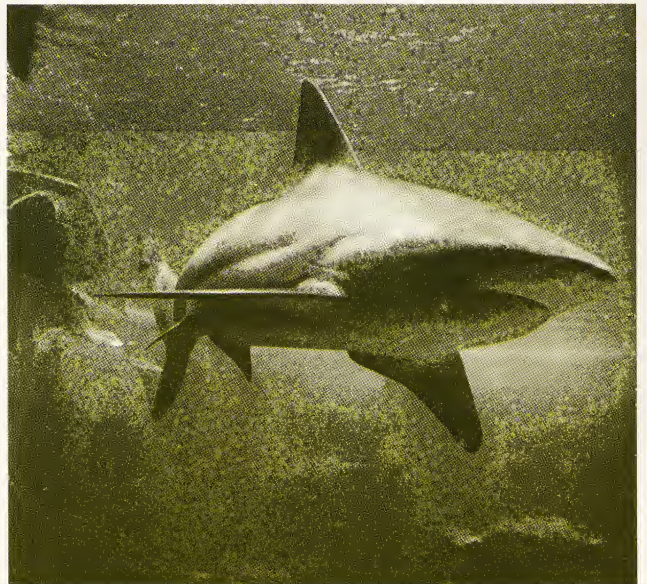
LEMON SHARK (*Negaprion brevirostris*) with **REMORA** (*Echeneis naucrates*) attached.

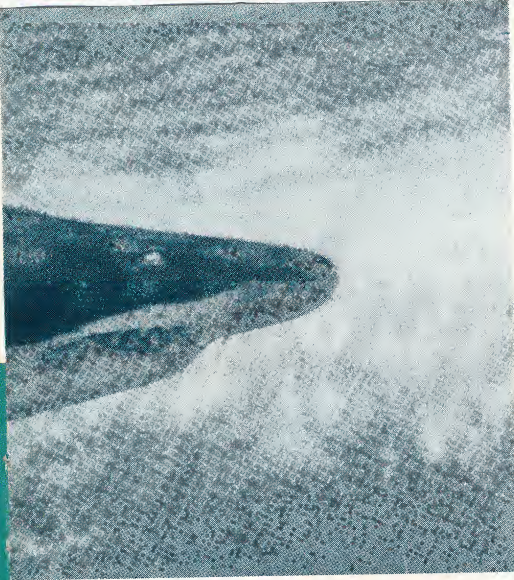
A West Indian species, but common along the Florida coast. Reaching a length of about 11 feet, it has yellow-gray or tan coloration, slender form and equal-sized dorsal fins (most sharks have a large and small dorsal fin). The remora or shark suckerfish is not a parasite but just a hitchhiker. It gets a free ride by attaching itself to sharks, large fish, sea turtles—and even boats—by means of a suction disc on top of its head. It reaches a length of 3 feet.



BULL SHARK (*Carcharhinus leucas*)

Stocky, blunt-headed and grey in color, the bull or cub shark is suspected of being dangerous to man. The same or a very closely related species which inhabits the fresh waters of Lake Nicaragua in Central America is definitely guilty of attacks. A similar shark, the sandbar, is also exhibited from time to time at Marineland. It has a longer, more pointed snout, a more slender body and a larger first dorsal fin. Both bull and sandbar sharks average about 7 feet in length, though larger specimens have been taken.

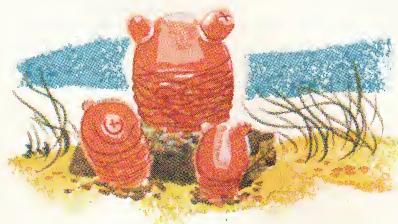




SAND-TIGER SHARK (*Carcharias taurus*) The sand-tiger is easily recognized by its pointed snout, equal-sized dorsal fins, and the profusion of slender, needle-sharp teeth that protrude from its mouth. Ordinarily a very slow swimmer, the sand-tiger is capable of extremely fast movement. Only two young are born at a time, but the pups are 3½ feet long at birth and well equipped to fend for themselves. Adults reach a length of more than 10 feet. The sand-tiger feeds on small fish, but is considered potentially dangerous to man.

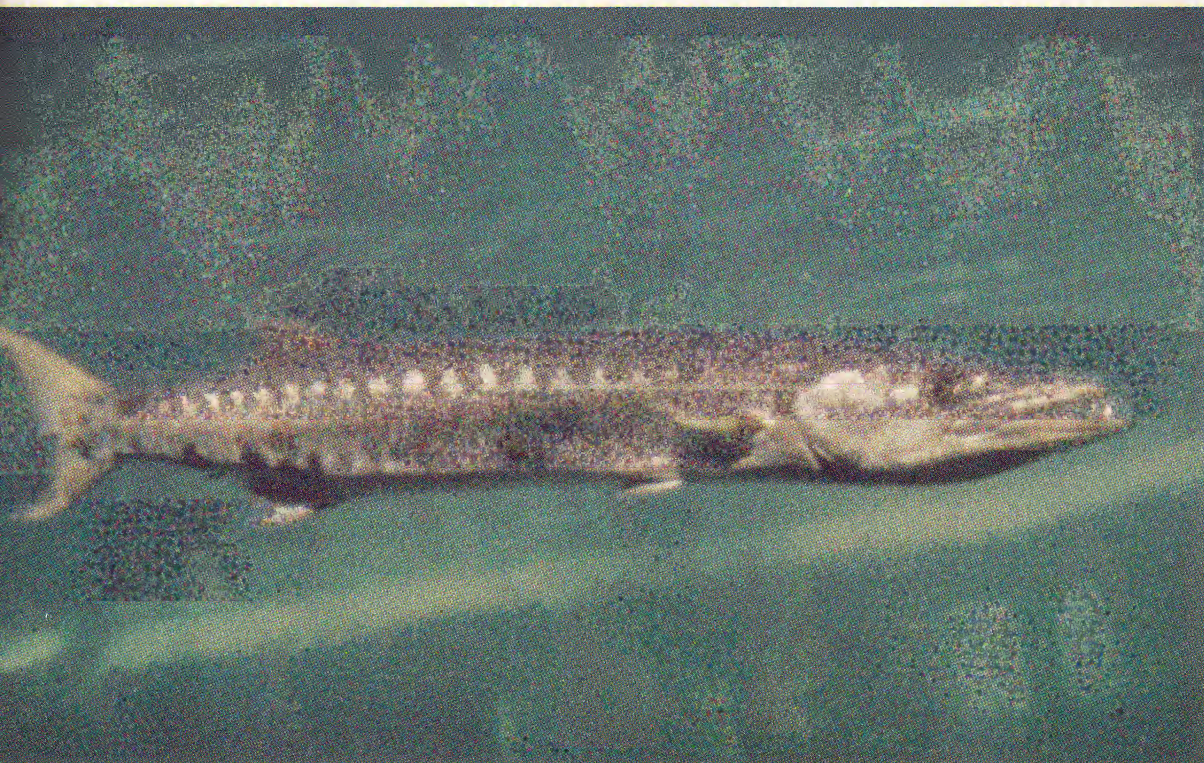


NURSE SHARK (*Ginglymostoma cirratum*) A sluggish, inoffensive shark reaching a length of at least 14 feet. The mouth is located at the end of the head (instead of underneath as in most sharks) with a barbel, or fleshy whisker, hanging down from either side. Though not considered dangerous, the nurse shark has been known to turn on a tormentor and inflict a serious wound. The teeth are small, but the jaws are exceptionally powerful.





RECTANGULAR OCEANARIUM



BARRACUDA (*Sphyraena barracuda*) This fierce-looking fish with long, saber-sharp teeth is the great barracuda of Atlantic and Caribbean waters. Fishermen will note that it resembles the pike and muskellunge of northern lakes. It reaches a length of more than 6 feet, but any over 4 feet are considered large.

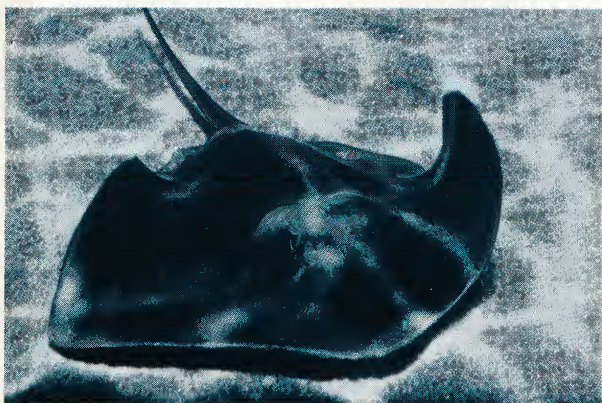
Generally seen lying motionless near the surface, or swimming in a leisurely manner, it is capable of astonishingly swift movement. Over a short distance, it is probably one of the fastest fishes in the sea.

Barracudas feed on fish. The rare attacks on human beings are probably the result of mistaken identity. They are attracted by light-colored or shiny objects and objects that move in an irregular way—like an injured fish. Since the barracuda hunts by sight, it could easily mistake an arm or leg flashing in the water for a fish. When about to attack, a barracuda assumes a head-down position and the dark spots on its sides become more prominent.





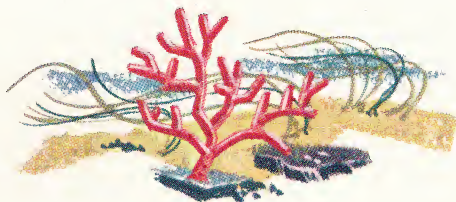
SAWFISH (*Pristis pectinatus*) The sawfish (not to be confused with the swordfish, which has never been kept in captivity) is a member of the family of skates and rays. The long, double-edged "saw" is equipped with 24 to 32 pairs of teeth and is used to obtain food—principally small fish. The sawfish impales its prey by swinging the saw rapidly from side to side. Then, gliding to the bottom, it rubs off the fish and eats it. Unless provoked or startled, a sawfish is not considered dangerous to man. Divers at Marineland regularly hand-feed them. Found along the lower Atlantic coast and in the Gulf of Mexico, the sawfish is reported to grow as large as 20 feet.



STING RAY (*Dasyatis americana*) The sting ray, often called stingaree, gets its name from the poisonous spine located near the base of its tail. If attacked by a shark—or stepped on by a human being—the ray throws its tail up over its back to imbed the spine in the offender's flesh. Barbs let the spine penetrate easily, but tear and enlarge the wound when withdrawn. Poisonous tissue in grooves of the spine make any wound a serious matter. However, the spine is used only in self-defense. This species attains a span of 5 feet. The spotted eagle ray and cownosed ray are often exhibited.



GREEN MORAY EEL (*Gymnothorax funebris*) The vicious-looking heads protruding from holes in the rock formations belong to moray eels. Their mouths open and close with what appear to be painful gasps, but this is the normal manner of breathing. Largest of the eels at Marineland, the green moray reaches a length of over 6 feet. The skin color is actually blue-gray, but a brilliant yellow slime covering the body makes it appear green. Morays have short dispositions and will inflict painful, infectious bites if provoked, from which has come the name, "rattlesnake of the deep." However, they are not poisonous and those in the oceanarium are hand-fed by the divers. Smaller, spotted morays may also be seen in the rocks. Both species are common in Caribbean waters.



AMBERJACK (*Seriola demerili*) Popular game fish and largest member of the jack family, it reaches a length of more than 5 feet and a weight of more than 100 pounds. The amberjack ranges as far north as Massachusetts, but is most common along the outer reefs of the Florida coast. A closely related species, the banded rudderfish, is banded when young, does not grow as large as the amberjack and is more slender.



TARPON (*Megalops atlantica*) One of the most famous game fish, the mighty tarpon is common along the Florida coasts. The "Silver King," as it is also known, grows to more than 7 feet and attains weights of more than 250 pounds. Readily identified by its large silvery scales and bulldog jaw, the tarpon is a primitive fish related to herring. Its swim bladder functions as a lung. When a tarpon is seen "rolling" at the surface, it is gulping a "lungful" of air, for it cannot exist on dissolved oxygen in the water.

RECTANGULAR



HOGFISH (*Lachnolaimus maximus*)

The common hogfish is usually red-brown, but during winter months an adult male may become white with black markings on head, back and tail. It ranges throughout the Caribbean and reaches a length of more than 2 feet.



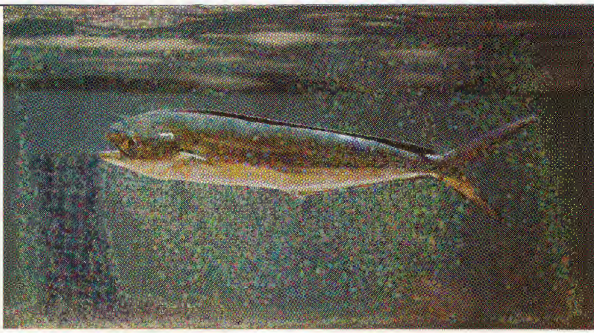
SPADEFISH
(*Chaetodipterus faber*)

A relative of the angelfishes and a favorite target of underwater spear fishermen. Generally found near the surface. Occurs from Cape Cod to Brazil and reaches a length of about 2 feet.



LOOKDOWN (*Selene vomer*)

An oddly shaped member of the jack family, the lookdown is so flattened that it is almost invisible when viewed head-on. This silver-sided schooling fish reaches a length of about a foot and is very good eating. Ranges from Brazil to Cape Cod.



DOLPHIN (*Coryphaena hippurus*)

A favorite of sport fishermen, the dolphin is one of the most beautiful of game fishes. It should not be confused with the dolphin mammal or porpoise. Coloration becomes more vivid when feeding. Maximum length is approximately 5 feet. At Marineland, dolphins have grown, in less than a year, from 18 inches and a weight of 1½ pounds to 4½ feet and a weight of 40 pounds.



SPANISH HOGFISH (*Bodianus rufa*)

A handsomely-colored reef fish which ranges from Florida and Bermuda to Brazil. It reaches a length of about a foot. Small specimens are prized by home aquarists.



COBIA (*Rachycentron canadus*) A spirited fighter, the cobia is found in all warm seas. It does not travel in schools, but often accompanies the giant manta ray. The young cobia bears a striking resemblance to the remora or suckerfish which is probably its closest relative. Adults are sometimes mistaken for small sharks when seen swimming in the water. The cobia attains a length of more than 5 feet and a weight in excess of 100 pounds.

OCEANARIUM



CHANNEL BASS (*Sciaenops ocellatus*)

A favorite of surf-casters, this popular game fish is a member of the croaker family. Also known as redfish, red bass and red drum, it is found along sandy shores from New York to Texas, and reaches a weight of more than 75 pounds.



BLACK DRUM (*Pogonias cromis*)

Largest and noisiest of the croaker family, the black drum is noted for the booming noise it makes by using its swim bladder as a resonating chamber. Reaches a length of over 4 feet, with a weight of almost 100 pounds.



BLACK MULLET (*Mugil cephalus*)

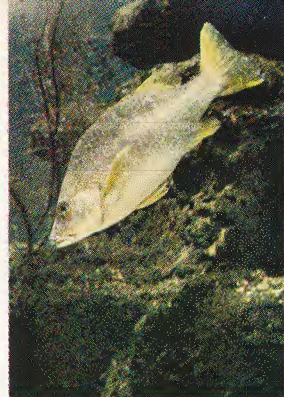
One of Florida's most abundant shore fish and extremely important commercially. Mullet travel in schools and are taken by cast net as well as by beach seine. They grow to a length of 2 feet, but average about half that.



BLUE TANG
(*Acanthurus caeruleus*)
A member of the surgeonfish family, so-called because of the knife-like spine on either side of the tail that can be erected for fighting. Reaches a length of about a foot. Found from Florida throughout the West Indies.

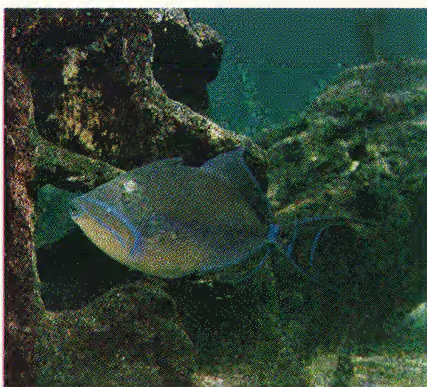


RED SNAPPER (*Lutianus blackfordi*)
A famous and highly valued food fish which ranges from the Gulf of Mexico north to New England. In captivity, the red snapper usually fades to a dull pink, but may on occasion regain its original color. Reaches a length of 3 feet or more.



SCHOOLMASTER
(*Lutianus apodus*)
This attractive member of the snapper family is generally seen in dense schools. It is found from Florida to Brazil and reaches a length of about 1½ feet.

RECTANGULAR OCEANARIUM



QUEEN TRIGGERFISH (*Balistes vetula*)
This oddly-marked and strikingly-colored reef fish is common in Caribbean waters. The large first spine on the back locks upright and can only be lowered when the small third spine—the trigger—is depressed. Adult size is 1 to 1½ feet.



SQUIRREL FISH (*Holocentrus ascensionis*)
A showy but retiring reef fish that is usually found in holes and under ledges. It is widespread in warm water of the Atlantic. Specimens are rarely over a foot long.

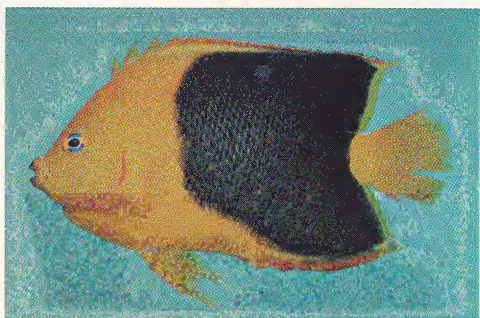




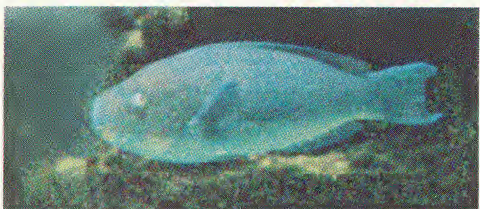
FRENCH ANGELFISH (*Pomacanthus paru*)
A yellow crescent on each scale distinguishes this member of the angelfish family. The young are black with yellow stripes. A reef fish of the West Indies, its range extends to the Florida Keys. Adult size is 10 to 15 inches.



QUEEN ANGELFISH (*Holacanthus ciliaris*) One of the most beautiful of Caribbean reef fishes. The queen angelfish differs from the similar blue angelfish in having a bright yellow tail and a "crown" on its forehead. Reaches a length of 1½ feet.



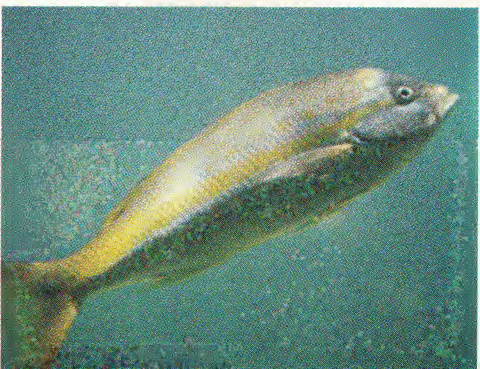
ROCK BEAUTY (*Holacanthus tricolor*)
This striking member of the angelfish family is a nowhere common specimen. Exceptionally quick in movement, it is adept in taking refuge in protective crevices of reefs. Ranges the West Indies to the Florida Keys and reaches a length of about 1 foot.



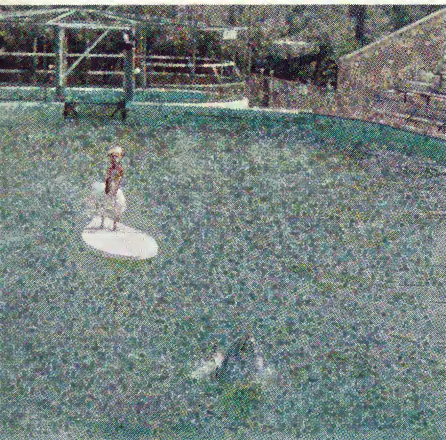
BLUE PARROTFISH (*Scarus caeruleus*)
One of many colorful members of the parrotfish family, so-called because the teeth are fused into a parrot-like beak. It occurs from Chesapeake Bay and Bermuda to Brazil. Average size is 1 to 1½ feet.



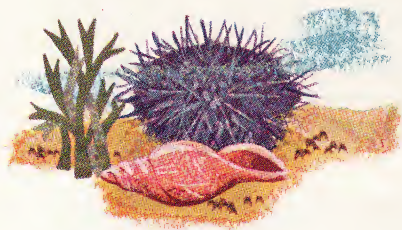
PORKFISH (*Anisotremus virginicus*)
This small, brightly-colored grunt ranges from the West Indies north to Florida. A schooling fish, it reaches a length of 10 to 12 inches. It is good eating.



YELLOWTAIL (*Ocyurus chrysurus*)
This attractive Caribbean snapper is also a popular food fish, especially in Cuba. It reaches a length of about 2 feet and is generally seen in the deeper section of the Rectangular Oceanarium.



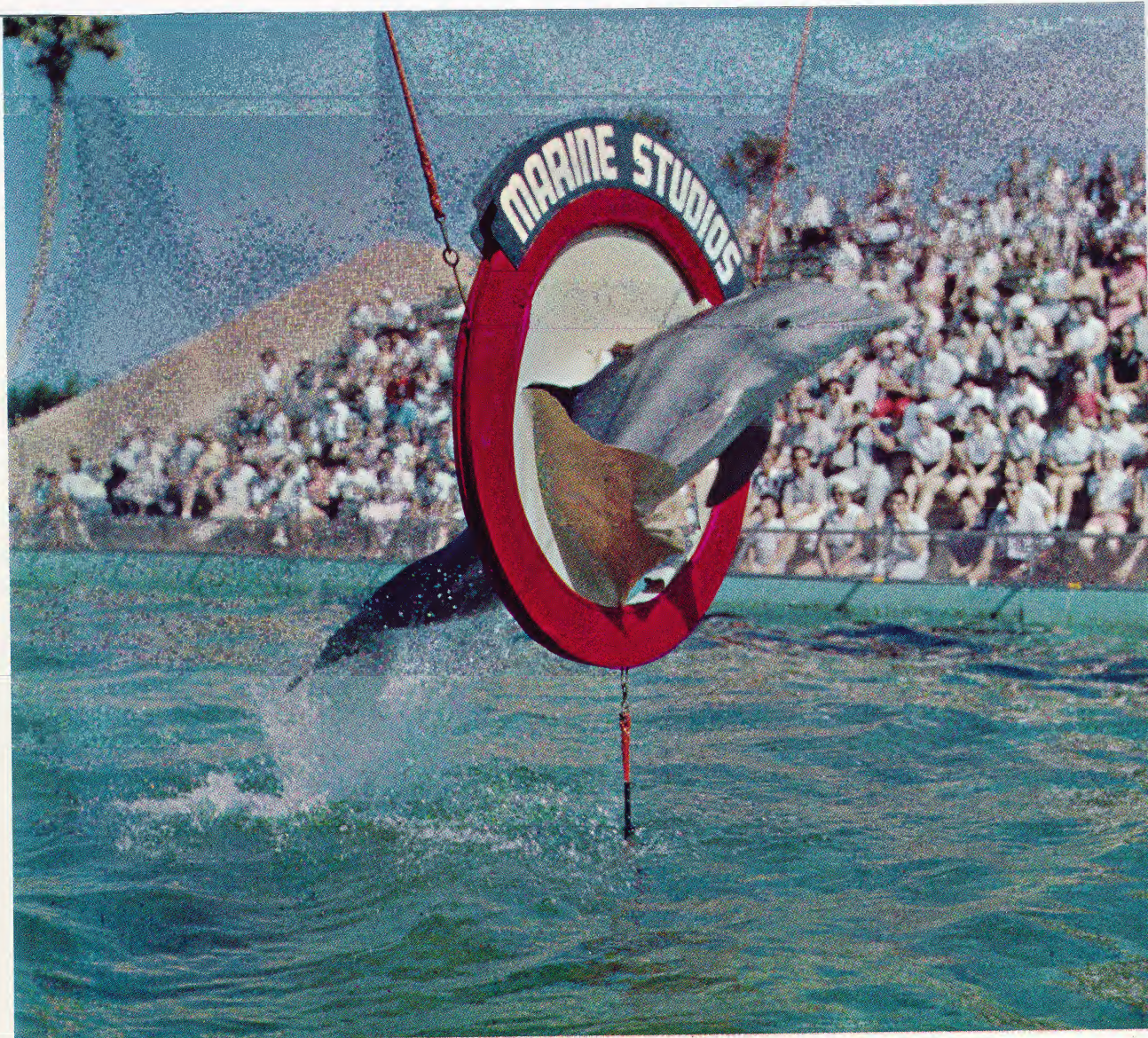
PORPOISE SCHOOL



Bottlenose porpoises are the top stars of Marineland's Porpoise School. Six times daily—following oceanarium feedings—these amazing animals perform acrobatic feats believed impossible until recent years.

They play football, basketball and even baseball. One skillful athlete leaps through a paper-covered hoop suspended above the water . . . another soars 16 feet into the air, grasps a baton from the tip of a pole and returns it to the Pool Master . . . another dons a simple harness and pulls a dog completely around the tank on a surfboard! Most exciting, is a race between two porpoises tossing rings ahead of them for the entire length of the 100-foot pool. New feats are added as more is learned of the porpoise's capabilities.

The school is the result of experiments begun in 1949 to determine the porpoise's ability to learn. After two years, the findings exceeded all expectations. Its ability to learn, cleverness at solving problems, inventiveness in devising games, all demonstrated conclusively that the porpoise must be ranked as one of the world's most intelligent animals.



The porpoise is trained under a system of reward. Punishment is never used. When an act is performed properly, it gets a bit of fish. But good or bad, each always gets its full daily quota of food.

Like people, porpoises have different personalities and vary in their ability to learn. Usually they can be taught simple routines, such as retrieving and catching a ball, in a few hours. More difficult feats take much longer to develop.

Marineland's porpoises seem to enjoy the applause of the crowds that fill its 1,000 seat stadium. They evidently like human beings. Perhaps the porpoise finds humans as amusing and interesting as they find him.

Recent additions to the performers are two young pilot whales which were flown from California to Marineland. One is shown at lower right enjoying a tooth-brushing. Upon arrival, the largest was 10 feet long and weighed approximately 1,100 pounds. When full grown, they will be about 22 feet long and weigh in excess of two tons. Their ability to learn appears to be equal to that of porpoises, but they are not as agile because of their size. However, they perform a number of unusual and amazing feats.





Porpoise in specially-designed sling being hoisted from boat to dock.

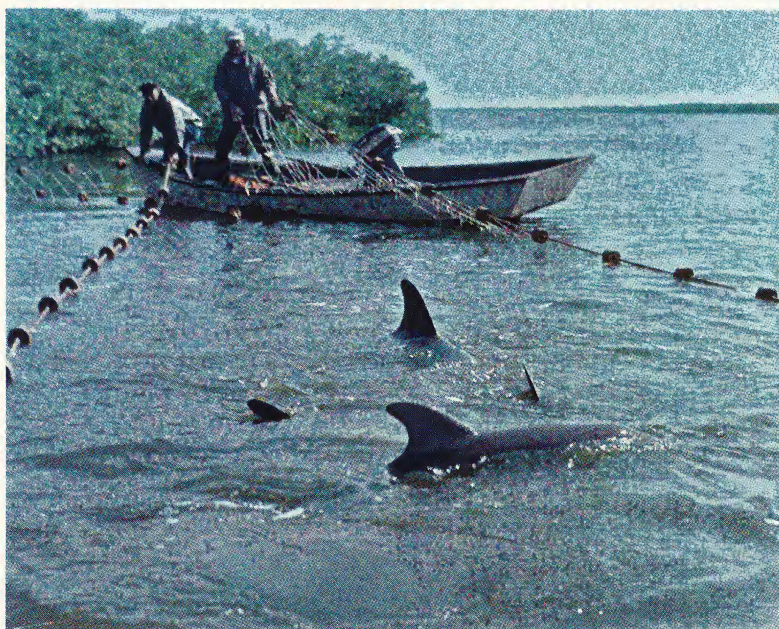


Member of collecting crew prepares to lower fish trap to ocean bottom.

Porpoise III, Marineland's collecting vessel, is one of world's most unusual.



COLLECTING DEPARTMENT



Capturing porpoises with custom-made net.



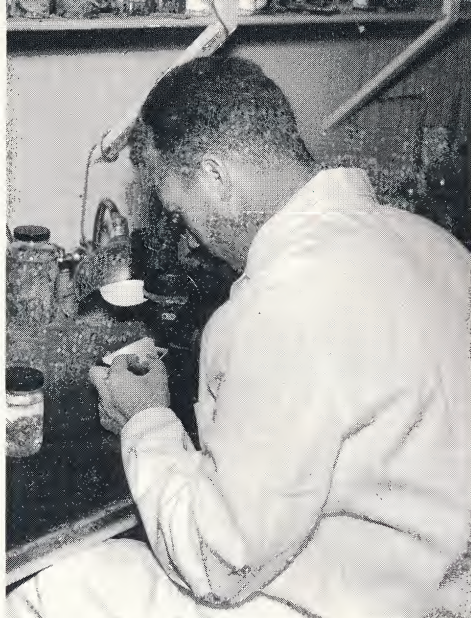
Hundreds of Marineland's specimens which were placed in the oceanariums in 1946 when the Studios reopened after World War II are still living. But life in these miniature oceans is so similar to the open sea, some are lost. Smaller specimens are occasionally picked off by larger ones. Those with short life spans die naturally, and others from various causes. A number of species of fish do reproduce here, but no young are known to have survived. Thus, a fulltime collecting crew is necessary to replace specimens and seek out new ones.

Collectors sail aboard the Porpoise III, specially designed for Marine Studios and one of the world's most unusual boats. It is a 46-foot trawler-type vessel with cabin aft to allow for a large live-well amidships. A door in the well's side enables the crew to bring in sharks and other large specimens without lifting them

out of the water. A fleet of smaller boats and a specially-equipped tank truck are also used.

Most specimens are captured with hook and line and by traps, since fish are easily damaged by nets. Tail snares for catching offshore porpoises and many other specialized collecting devices make up the crew's gear.

Marineland's collectors are practicing conservationists. They keep only what is needed for exhibition or scientific study. They do not provide the food for specimens, since, with few exceptions, the 400 pounds of fish, squid, shrimp, crabs and cabbage consumed here daily come from the commercial market. Cabbage is used as a substitute for sea-weed. Frozen food is purchased by the ton and shipped from as far away as California. Eat well? . . . Marineland inhabitants eat the same food that's sold for human consumption!



RESEARCH

A basic function of Marine Studios is the accumulation of scientific knowledge in the field of marine biology through a continuing program of research and study.

The staff of the Marineland Research Laboratory works diligently to solve the many biological and chemical problems that arise in this unusual oceanarium venture. And, secondly, the resident biologists join with visiting scientists from all parts of the world to make special investigations. Their published findings have shed new light on the mysteries of the deep.

This modern laboratory is well equipped. It contains a library, three general purpose laboratory rooms, a chemical room, photographic darkroom, and large aquarium room for the maintenance of living specimens. All work rooms are provided with sea water, hot and cold fresh water, gas and compressed air outlets, electricity and work benches. The services and facilities of the collecting department are at the disposal of scientists who require selected specimens for study.

Qualified investigators who wish to undertake research at Marineland are always welcome. No charge is made for use of laboratory space or facilities.



QUESTIONS MOST FREQUENTLY ASKED ABOUT MARINELAND

1. **Where does the water in the tanks come from? Is it filtered?** The water is pumped from underground pipes beneath the beach directly beside the tanks. Since the water seeps through the sand into the pipes, it is naturally filtered. Some of the water is re-circulated through the filtration plant located near the tanks.
2. **How many fish are there in the tanks?** The number varies. Generally there are 125 to 150 different species on exhibit and from 2,000 to 3,000 individual specimens.
3. **How many pounds of food are the specimens fed a day?** Approximately 400 pounds. Blue runner, butterfish, herring and squid are the staple foods, but shrimp, crabs, clams and cabbage are also used.
4. **Are the specimens fed only at the regular feeding programs?** For the most part, yes. Sometimes certain specimens may get supplementary feedings.
5. **Why don't the big ones eat the little ones?** Occasionally they do, but losses are held to a minimum by keeping the larger fishes well fed. Those that survive the first few days are seldom attacked.
6. **Does the glass in the portholes magnify the fish?** No, but the fact that light rays are bent when they pass from water to air makes objects in the water appear closer than they actually are.
7. **When does the diver enter the tanks?** The diver enters the tanks during each of the six daily feeding programs. He also must work underwater between programs to keep the portholes clean and to replace sea fans and plumes as necessary.
8. **How much pressure does the diver work under?** A maximum pressure of about 700 pounds per square foot in the circular tank and about 1,100 pounds per square foot in the rectangular tank.
9. **How are the porpoises captured?** The bottlenose porpoises are captured in tidal rivers or inlets by nets. Offshore porpoises are captured with a "tail snare."
10. **How can you distinguish between male and female porpoises?** An adult female porpoise has a fuller body with a "step" between the abdomen and the beginning of the tail. She also has a small mammary slit on either side of the genital opening.
11. **Can sharks and porpoises be kept in the same tank?** They can, but porpoises tease and annoy sharks so much that it shortens their lives. Dangerous sharks, such as the tiger shark, are feared and disliked by porpoises, which have killed them by butting the sharks in the body and gill regions.
12. **Why do the small fish swim with the sharks?** The best-known companion of sharks is the remora or suckerfish, but the young of many species of jacks often accompany sharks. They get protection from larger predators in this way, as well as occasional scraps from the shark's meals.
13. **Does a shark have to turn on its side to strike?** Not necessarily. The position of the shark's prey in the water may make it necessary since the mouth is on the underside of the head on most sharks.
14. **Why aren't there any swordfish, sailfish, and marlin on exhibit?** These big game fish usually exhaust themselves by putting up a tremendous struggle when captured and are not in condition to survive transportation to Marineland. No billfish has ever been kept in captivity.
15. **Who owns Marineland?** It is a privately owned corporation. The founders of Marine Studios envisioned it as an enclosed section of the sea with windows at various depths to permit underwater photography and as a laboratory for the scientific study of marine life.



MARINELAND MOTEL Comfortable lodgings in the restful atmosphere of the seashore. Television in rooms.



DOLPHIN RESTAURANT AND PENGUIN BAR
Overlooking the Atlantic Ocean. Serving breakfast, luncheon and dinner daily from 8:00 a.m. until 8:15 p.m. Enjoy your favorite drink in the Penguin Bar (11:00 a.m. until 11:00 p.m.)

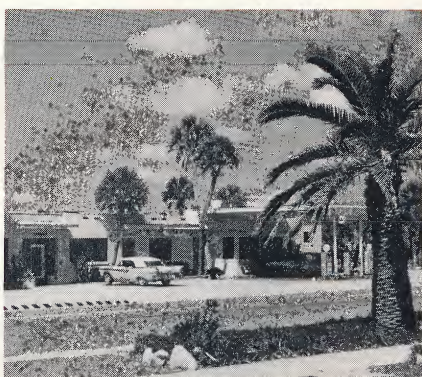
GIFT SHOP A complete line of souvenirs and gifts from Florida and far-flung Caribbean ports.



MARINELAND AS A COMMUNITY



FRUIT SHOP Tropical candies, jellies, marmalades and fruits. Express shipments of fresh Florida fruit direct to your home.



MARINELAND SERVICE STATION
Official AAA Service Station is open from 8 A.M. until 6 P.M.



MARINELAND YACHT DOCK
A complete marine depot located on the "Maine-to-Miami Intracoastal Waterway." Dockmaster on duty 24 hours.

Marineland is one of Florida's most unusual communities. It is an incorporated town with an elected mayor and board of councilmen, but the town consists entirely of the various accommodations and facilities for the convenience and comfort of its guests.

Visitors find a cordial reception awaiting them at each of Marineland's service establishments. After restful hours of exploration and relaxation in Marine Studios, the visitor can enjoy dining at the beautiful Dolphin Restaurant overlooking the ocean, linger over cocktails at the cool Penguin Bar, and have a quiet, restful sleep at the Marineland Motel.

The Origin of Marine Studios

A movie about jungle life in the wilds of Indo-China inspired the idea of Marine Studios.

W. Douglas Burden, noted explorer and naturalist, saw the film in the late twenties. He surmised—correctly—that the producers had made most of the exciting scenes by corralling animals in the jungle and setting up their cameras within the enclosures. Why not do it with fish? . . . Under controlled conditions, wouldn't it be possible to make motion pictures of the undersea world?

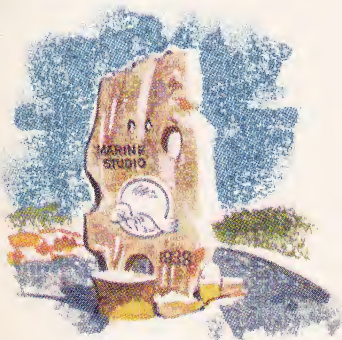
Mr. Burden, who is now president of Marine Studios, found able associates in Cornelius Vanderbilt Whitney, then Chairman-of-the-Board of Pan American Airways, whose financial backing made the new and hazardous venture possible, and Ilia Tolstoy, grandson of the famed Russian writer.

After a painstaking search for a suitable location, the group selected a wave-tossed sand spit between the Atlantic Ocean and the Intracoastal Waterway on Highway A1A, 18 miles south of historic St. Augustine. Centuries ago this had been the site of a large Indian village, and later a land grant from Spain to one of Florida's pioneer families.

The multitude of problems and uncertainties encountered by the founders were enough to shake the strongest faith. However, they were conquered, one by one. Water clarity—a must for making underwater pictures—was achieved only after long and costly study.

Finally, after years of planning, research and preparation, Marine Studios became a reality. June 23, 1938 was opening day. More than 30,000 visitors poured in to see man's fabulous new triumph . . . one of the first, perhaps the very first, multi-million-dollar underseas commercial attraction in the United States.

Since then, scientists and writers from all parts of the world have visited Marine Studios. Countless newspaper and magazine articles have been written about it. It has been the subject of many motion pictures. One, "Secrets of the Reef," was chosen among the six best films of 1956 by Time Magazine. Scores of scientific studies have brought many important discoveries about marine life. Millions have toured Marine Studios, and thousands more enjoy its wonders every day . . . Marineland, a dream that did come true!



It is a pleasure to have you at Marineland. May this booklet keep pleasant memories fresh. Through it, we hope that you will introduce us to your friends and relatives back home. Visit us again. You'll find new fascination in the ever-changing drama of the undersea world.

MARINE NOVELTIES
Marineland, Florida

MARINELAND • LOCATED ON HIGHWAY A1A BETWEEN ST. AUGUSTINE AND DAYTONA BEACH

